

2007-2008 school year

School Breakfast Launch Pad

Sponsored by the Dairy Council of Utah

Need a little school breakfast support with cosmic connection closer to home? Join us as we travel along the Milky Way of possibilities. The Dairy Council of Utah is happy to support student nutrition and academics performance by supporting your school breakfast program. Following are six stellar ways to boost school breakfast programs.

Pledge Form Prize Drawing:

PRIZE: Drawing at each SNAU Area Meeting for Cuisiart Ice Cream Freezer

ENTRY: Pledge Form submitted at Area Meeting

This is the first step to a fun filled activity. You can't win the other prizes, nor help kids jump start learning with school breakfast if you don't enter. Fill out the attached form and return it at the 2007 SNAU area meetings. What does it mean if you fill out the form? It means you pledge to have fun with School Breakfast. It means you will strive to make school breakfast an important part of a student's day. It means you are setting a goal to promote and increase your school breakfast program. Set your goal, enter the drawing, and begin your breakfast flight.

A drawing will be held at the end of the area meeting. One person will win an Ice Cream Freezer. Each person submitting a pledge will receive School Breakfast Merchandise.

Most Creative Breakfast Promotion:

PRIZE: Three (3) schools will each receive \$100 to use toward cafeteria promotions

ENTRY: One page summary documenting school breakfast promotion decorations and/or activities

Have fun promoting school breakfast all year, but especially from January 1 through March 31st, reach for the stars! Blast off with your own ideas or use National School Breakfast week ideas – just run it for 3 months. Document your activities and promotions with pictures and send them in. Up to three (3) winning schools will receive \$100 to use toward cafeteria promotions!

To enter, send in a one page description of your breakfast promotion and activities which includes the following information:

Contact person; Phone number; Team members; School; District; Description of promotion activities, dates, and student involvement

Attach pictures of your promotion and activities to the entry form. Entries must be postmarked by March 28, 2008. Send to:

Becky Low, Becky-utdairy@msn.com

Dairy Council of Utah

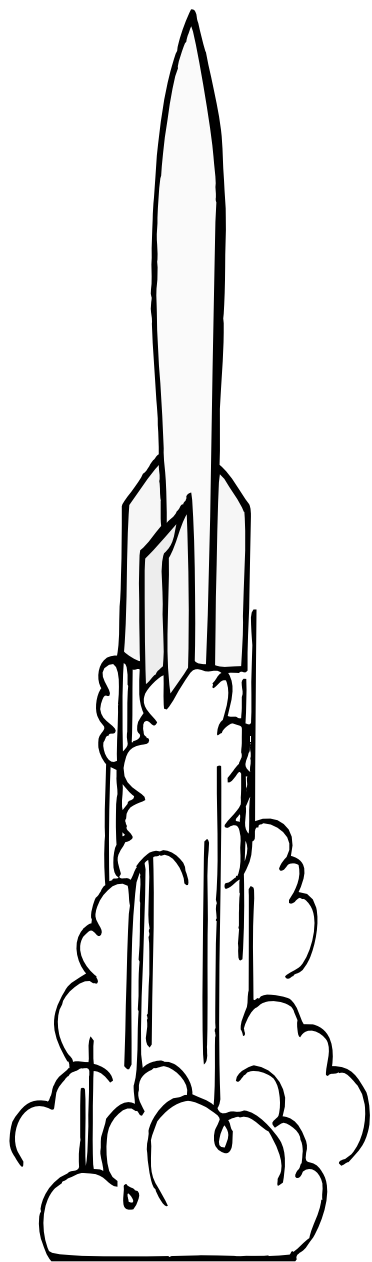
1213 E. 2100 S.

Salt Lake City, UT 84106

(801) 487-9976

(801) 487-6975 (FAX)

School Breakfast Promotion entries will be judged by a panel of child nutrition experts from the Dairy Council of Utah, SNAU leadership, USOE CNP, and Action for Healthy Kids. Judges will not be permitted to compete for prizes. Entries will be judged on cafeteria/kitchen decoration(s) and or school breakfast promotion activities; student and/or parent involvement in school breakfast; and the length of the promotion (ideal is 3 months). School Breakfast must qualify for federal reimbursable meal. Last, but not least, give us a call. If possible, we would love to see your efforts first hand. Best of Luck!



Meeting Breakfast Participation Goal

PRIZE: School Breakfast Merchandising Kits; and eligibility for additional prize drawings

ENTRY: Attached reporting form

Become a shooting star. Stars start with a bang, but the luster of the star continues for many light years. Set your goal on the stars, and create the light others will see for years to come. Begin by making a pledge to improve your school breakfast program participation by at least 10% (Utah State goal) over 3 months (January through March, 2008). Send in your average daily student breakfast participation for October 2007 (this is your baseline); and again for January 2008, February 2008, and March 2008 (this is your goal comparison). All schools meeting their goal will receive school breakfast merchandising kits, honor, recognition, and eligibility for the Most Improved School. Average daily student participation counts may be called, faxed, or mailed to:

Terra Everett, Terra.Everett@schools.utah.gov

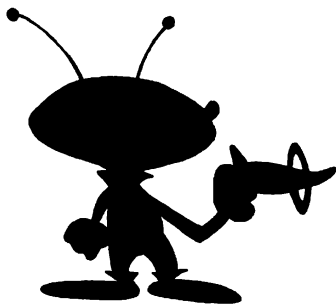
Utah State Office of Education, CNP

250 E. 500 S., PO Box 144200

Salt Lake City, UT 84114-4200

(801) 538-7697

(801) 538-7882 (FAX)



Most Improved School

PRIZE: \$100 certificate to be used toward cafeteria promotion materials; \$25 check for each individual child nutrition employee working toward goal

ENTRY FORM: Attached reporting form

Go for the GOAL! The school with the greatest percent improvement in student school breakfast participation will receive \$100 toward cafeteria promotion materials, PLUS each staff member working in the cafeteria and helping promote school breakfast will receive a \$25 check. To participate, send in your average daily student breakfast participation for October 2007, and January, February and March 2008 to Terra Everett. Be sure to let us know the name of your school, your district, and the names of all child nutrition staff at your school.

Start Up School Breakfast

PRIZE: \$100 certificate toward cafeteria promotion materials.

ENTRY: "Schedule A" filed with USOE child nutrition program

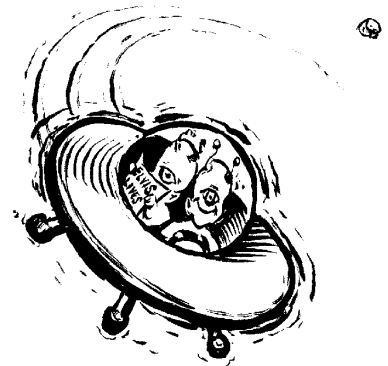
You don't serve breakfast at your school? Well now you can. Use 2008 as a test! Long term commitments may be overwhelming, but a small test for a few weeks can break the galactic ice and get the ship moving. All schools who "pilot test" a school breakfast program from January to March will receive \$100 toward cafeteria promotion materials. Need help getting started? Contact Terra Everett (801) 538-7697 for "Schedule A." Let us know how we can help!!

Out-of-the-Box

PRIZE: From \$10 to \$5,000

ENTRY: Call Becky Low (801) 487-9976

Put breakfast to the test - leave the cafeteria behind and boldly go where no cook has gone before! Go beyond the bells, soar past the borders, take one small step for man/woman, and one giant step for students. You will live long and prosper. What? Pack breakfast up and serve it where the kids are. Don't scare your principal or disrupt the cosmic school cart - try something new - try it as a pilot. The only rules are: breakfast must fit the federal reimbursable meal guidelines; and it must be served outside the cafeteria. Need navigation maps to get started; perhaps a cart to serve breakfast from; or special equipment? Call us. We'll set down and brainstorm the possibilities with you. For this award, the sky's the limit. You win before you win. For schools willing to think out in space (out of the box), we'll provide grant money to help pay for supplies, equipment, or promotional materials (grant money may not be used to pay for food) - dollar amounts will vary based on local school needs. Winning school(s), and workers, will receive special recognition at summer conference. To enter, call Becky Low, (801) 487-9976.





OUT OF THIS WORLD PRIZES



To be receive prizes and cash awards, fill in the following information and either FAX , email, or mail to:

Terra Everett, Terra.Everett@schools.utah.gov
Utah State Office of Education, CNP
250 E. 500 S., PO Box 144200
Salt Lake City, UT 84114-4200
(801) 538-7697
(801) 538-7882 (FAX)

Becky Low Becky-utdairy@msn.com
Dairy Council of Utah
1213 E. 2100 S.
Salt Lake City, UT 84106
(801) 487-9976
(801) 487-6975 (FAX)

For "Meeting Your Goal" or "Most Improved School"

Average Dairy Student Breakfast participation:

October, 2007	January, 2008	February, 2008	March, 2008

School _____ District _____

Contact Name _____ School Phone _____

School Team Members _____

For "Creative Breakfast Promotion" – answer the following on a separate sheet of paper and attach: Description of promotion activities, breakfast promotion dates, and student involvement. Attach pictures.



out of this World Deals

School Breakfast Pledge Form

Name _____

Phone (work) _____ (home) _____

School _____ District _____

Current average daily student lunch participation _____

Current average daily student breakfast participation _____

Goal (check one) Start breakfast program (or test pilot school breakfast)

 Increase breakfast participation by _____%

Members of your school child nutrition team: _____
